

SALES EXECUTIVE APPRENTICESHIP

A Sales Executive is a sales person working in either the Business to Business or Business to Consumer markets with responsibility to sell a specific product line or service. They plan their sales activities, lead the end-to-end sales interaction with the customer and manage their sales internally within their organisation.

They will be responsible for retaining and growing a number of existing customer accounts, and generating new business by contacting prospective customers, qualifying opportunities and bringing the sales process to a mutually acceptable close. Typically, a Sales Executive will deal with a single point of contact for each sale, and will present a pre-considered value proposition.

A Sales Executive understands their organisation's product(s) or service(s), and will develop customer relationships by establishing rapport and building trust and confidence in their own and their organisation's capabilities through demonstration of product knowledge, competitor knowledge and of the market in which they operate, ensuring a positive customer experience.

ENTRY

Employers will set their own entry requirements in order to start on this apprenticeship.

DURATION

The length of this apprenticeship is typically 18 months.

LEVEL

This apprenticeship standard is set at level 4.

PROGRESSION

Achievement of the standard meets the eligibility requirements for Sales Certification at Level 4 with the Association of Professional Sales (APS).

FUNCTIONAL SKILLS

If the employee does not have maths and English GCSE passes at grade C or above, they will need to pass maths and English Functional Skills level 2 during their apprenticeship.

END ASSESSMENT

To achieve this apprenticeship standard, the employer, training provider and apprentice will agree when the apprentice is competent and ready to undertake the independent end point assessment.

EDN PROFESSIONAL TRAINERS

Alongside the apprentice they will agree on a personal learning and development plan, setting a timetable of learning activities in preparation for the End Point Assessment (EPA).

The EDN Training Consultant will meet with the apprentice regularly either online or face to face to complete and review assessments, provide further coaching where required and agree the next steps of learning.



FOR MORE INFORMATION CONTACT US AT:

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REQUIREMENTS: KNOWLEDGE, SKILLS AND BEHAVIOURS

Sales Executives operate in organisations of all sizes across all sectors and markets, including Technology, Media, Pharmaceutical, Recruitment, Fast Moving Consumer Goods, Utilities and the Automotive Sector. Typical job roles and job titles include Sales Consultant, Sales Specialist, Sales Advisor, Sales Representative, Business Development Executive, and Field Sales Executive.

KNOWLEDGE

Organisational Knowledge	Understand your organisation's vision, values and capabilities, the principle goals of its overall strategy, and the specific objectives of its marketing and sales strategies. Know how to analyse your organisation's sales and marketing strategies and objectives and translate them into plans and actions for your role.
Product, Service and Sector Knowledge	Identify the features and advantages of the product(s) and/or services(s) you sell, understand how these meet customer needs, and examine how they compare to competitor's solutions. Understand the nature of your sector and the likely forthcoming changes to it. Understand the legal, regulatory and ethical frameworks relating to your sector and role.
Market Knowledge	Understand how your market is segmented and how to target specific segments through effective product or service positioning.
Customer Knowledge	Know how to analyse the macro and micro environment of individual customers. Understand the challenges and purchasing motivations of your customers and the internal and external factors that impact their purchasing decisions. Understand expectations of what constitutes a high-quality customer experience.
Commercial and Financial Acumen	Understand the principles of finance for sales, such as profit and loss, return on investment and budgeting. Appreciate the impacts of different types of costs on the business and the drivers of profitable performance. Understand the impact of any discount or variation in terms that you may offer.
Digital Knowledge	Understands how to exploit digital technologies to aid the sales cycle.

SKILLS

Sales Planning and Preparation	Set effective targets using sales forecasts. Prioritise customers and activities to grow account value and maximise return-on-investment in line with your organisation's strategy. Formulate or refine customer plans and objectives. Create efficient territory plans where appropriate.
Customer Engagement	Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication. Develop a customer engagement style that effectively opens sales conversations, builds rapport, enhances customer relationships, and adapts to different customer's social preferences.
Customer Needs Analysis	Be highly skilled at effective questioning and active listening techniques to understand the customer's needs, guide the sales conversation appropriately, create mutual understanding, and build trust and affinity with customers.
Propose and Present Solutions	Develop sales proposals and deliver them using a presentation style and technique appropriate for your customer. Present relevant products and/or services, explain features and their advantages, and clearly articulate the value and benefit of the solution for the specific customer. Use and adapt a range of techniques to draw-out and overcome common sales objections.
Negotiate	Research the customer's likely desired outcomes and negotiating stance. Develop responses to likely objections. Identify your own organisation's needs, such as minimum price and acceptable terms. Negotiate or trade variables effectively.
Closing Sales	Be attuned to verbal and non-verbal buying-signals and move to close at an appropriate point in sales conversations. Develop ethical techniques to close sales and confirm customers' purchase agreement.

SKILLS

Gathering Intelligence	Collect, analyse and interpret market intelligence and share it appropriately and effectively within your organisation.
Time Management	Use and adapt appropriate tools and techniques to prioritise and manage your time effectively.
Collaboration and Team-Work	Contribute effectively within a team environment. Work collaboratively with both internal and external stakeholders. Manage communications with the cross-functional team in relation to the effective delivery of your sales, such as finance and service delivery. Support continual business improvement by sharing best practice with sales team colleagues and assist the marketing team to develop new marketing collateral.
Customer Experience Management	Deliver a positive customer experience. Manage customer enquiries and issues effectively. Take proactive action to prevent and minimise customer concerns and complaints. Handle all customer interactions professionally to the customer's satisfaction.
Digital Skills	Effectively use digital tools to conduct research and target customers in line with the overall sales strategy. Able to deliver presentations and meetings using digital communication. Complete accurate records and process sales in accordance with your organisation's policies, procedures and digital CRM systems

BEHAVIOURS

Ethics and Integrity	Present yourself as an ambassador for your employer's brand, and act in accordance with your organisation's values and code of conduct at all times. Maintain integrity in all business relationships. Challenge unethical behaviour.
Proactivity	Proactively develop new and existing customer relationships. Plan and lead sales conversations and make recommendations to support the customers' requirements. Proactively monitor the customer experience.
Self-Discipline	Demonstrate the ability to control your actions, reactions and emotions. Remain calm under pressure and be aware of your personal impact on others.
Resilience and Self-Motivation	Demonstrate the ability to maintain optimism and professionalism in the face of rejection, quickly recover from setbacks, adapt well to change, and keep going in the face of adversity. Remain highly motivated to achieve both personal and professional goals.
Continuous Professional Development	Respond positively to coaching, guidance or instruction. Demonstrate awareness and ownership of your continual professional development, and actively seek out development opportunities outside of formal learning situations.

INDEPENDENT END POINT ASSESSMENT

The end point assessment will only commence once the employer, apprentice and EDN Training Consultant are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard and clearly evidenced by the on-programme progression review meetings and records.

The independent end point assessment ensures that all apprentices consistently achieve the industry set professional standard and can commence at any point once the apprentice is competent after the eighteen-month minimum period of learning and development. Prior to independent end point assessment the functional skills English and maths components of the apprenticeship must be successfully completed.

SUMMARY OF INDEPENDENT END POINT ASSESSMENT PROCESS

The apprentice will be assessed to the apprenticeship standard using complementary assessment methods adjacent. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed by the independent end point assessment organisation.

INDEPENDENT END POINT ASSESSMENT ORGANISATIONS

Approved assessment organisations are registered on the SFA Register of apprenticeship assessment organisations. Assessment organisations are responsible for ensuring assessments are conducted fairly and that assessments are valid, reliable and consistent. To access the list and find an assessment organisation visit:

<https://www.gov.uk/government/publications/using-the-register-of-apprentice-assessment-organisations>

The employer will approve and appoint the assessment organisation to undertake the independent end point assessment of the apprentice.

WORK-BASED PROJECT



The work-based project will be based on work the apprentice has carried out after the gateway. The EPAO will provide a list of topics for the work-based project for the apprentice to select from. The topic/title will be, designed to allow the apprentice the opportunity to evidence all of the KSBs mapped to this assessment method. The list of topics / titles must be maintained by the EPAO to prevent predictability and must allow it to contribute to the employers business.

PRESENTATION



A 10 minute presentation, plus a 15-minute, question and answer session, to include:

- A 10-minute sales pitch of the apprentice's organisation's product(s) and/or service(s) demonstrating how they positively differentiate their product(s) and/or service(s).
- A 5-minute explanation of how they prepare for a sales pitch.
- A 15-minute question and answer session around specific points that the independent assessor wishes to explore.

PROFESSIONAL DISCUSSION (SUPPORTED BY A PORTFOLIO OF EVIDENCE)



A professional discussion between the apprentice and the independent assessor will also be used to ensure the apprentice has met the knowledge, skills, behaviour requirements of the standard. It will be used to:

- Explore specific aspects of the apprentice's work, including how it was carried out.
- Enable the apprentice to talk through their learning on aspects of their work, allowing the assessor to question them on this.
- Provide enough evidence for the independent assessor to assess and grade the apprentice.

COMPLETION



The Independent end assessor confirms that each assessment element has been completed. The apprenticeship includes Fail, Pass and Distinction grades with the final grade based on the apprentice's combined performance in each assessment activity. In order to pass the apprentice is required to pass each of the assessments. Should an apprentice fail one assessment activity this should be retaken as soon as the apprentice is ready and when practicable for the business. Should they fail two or more activities a period of further training and development lasting between one and three months must take place before a resit. For more information on grading criteria please refer to the apprenticeship standard assessment plan by searching via <https://findapprenticeshiptraining.sfa.bis.gov.uk/>